Please enter the following amendment:

In the Claims:

2. (Amended) A method of controlling the outputting of mass medium program material[s] at a subscriber station, said subscriber station including an output device, a [storage device,] memory, a receiver, and a processor, wherein said output device is capable of presenting mass medium program material[s], said receiver has a signal output coupled as an input to the processor, said processor has an output operatively connected to a control input of said [storage device,] memory, and said [storage device] memory is operatively connected to said output device for communicating mass medium program material[s] to said output device, said method comprising the steps of:

storing [some] mass medium program material and [a value, said value] one or more subscriber data, said one or more subscriber data designating a [present or projected property] subject of interest of a subscriber;

receiving an instruct-to-generate signal;

generating a schedule by processing said [value] one or more subscriber data in response to said instruct-to-generate signal; [and]

controlling said [storage device] memory to communicate mass medium program material[s] to said output device in accordance with said schedule; and

presenting said communicated mass medium program material[s] at said output device.

3. (Amended)   A method of communicating subscriber station information from a subscriber station to one or more remote stations, said method comprising the steps of:

(1)   storing subscriber data at a subscriber station;

(2)   receiving at said subscriber station one or more instruct signals which are [effective] used to generate a schedule and output mass medium program material[s] in accordance with said schedule;

(3)   generating one or more subscriber specific data, said [processing] generating at said subscriber station directed by instructions from said one or more instruct signals;

(4)   receiving a viewer's or participant's [reaction] response to a combined medium [output] presentation at said subscriber station, said combined medium presentation including said mass medium program material; and

(5)   transferring one or more subscriber specific data from said subscriber station to one or more remote stations based on said step of receiving a viewer's or participant's [reaction.] response.

4. (Amended)   A method of controlling a remote intermediate data transmitter station to communicate data to one or more receiver stations, with said remote intermediate data transmitter station including a broadcast or cablecast transmitter for transmitting one or more signals which are effective at a receiver station to instruct a computer or processor, a plurality of selective transmission devices each operatively connected to said broadcast or cablecast transmitter for communicating a

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unit of data, a data receiver, a control signal detector, and a controller or computer capable of controlling one or more of said selective transmission devices, and with said remote <u>intermediate data</u> transmitter station adapted to detect the presence of one or more control signals, to control the communication of specific instruct signals in response to detected specific control signals, and to deliver at its broadcast or cablecast transmitter one or more instruct signals, <u>said one or more instruct signals being effective at said receiver station to generate a schedule and to output mass medium program material in accordance with said schedule,</u> said method of [communicating] <u>controlling</u> comprising the steps of:

(1) receiving <u>said</u> one or more instruct signals to be transmitted by the remote intermediate data transmitter station and delivering said one or more instruct signals to [a] <u>one or more origination</u> transmitters[, said one or more instruct signals being effective at a receiver station to generate a schedule and output mass medium program materials in accordance with said schedule];

(2) receiving <u>said</u> one or more control signals [which at the] <u>, said one or more control signals operating at said</u> remote intermediate data transmitter station [operate] to control the communication of said <u>one or more</u> instruct signals; and

(3) transmitting said one or more control signals to said <u>remote intermediate data</u> transmitter <u>station</u> before a specific time.

5. (Amended) The method of claim 4, further comprising the step of embedding a specific one of said one or more control signals in said one or more instruct signals or in an information transmission containing said one or more instruct

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signals before transmitting said one or more instruct signals to said remote <u>intermediate</u> <u>data</u> transmitter station.

6.   The method of claim 4, wherein said specific time is a scheduled time of transmitting said one or more instruct signals or some information associated with said one or more instruct signals from said remote intermediate data transmitter station and said one or more control signals are effective at said remote intermediate data transmitter station to control one or more of said plurality of selective transmission devices at different times.

7. (Amended)   An interactive method for information delivery for use with an interactive [mass medium program] <u>image</u> output apparatus<u>, said interactive image</u> <u>output apparatus having one or more output devices for outputting said information</u> <u>and an input device for receiving input from a subscriber, said method</u> comprising the steps of:

outputting a [mass medium program] <u>first sequence of images</u> that contains or explains at least one receiver specific datum[, said interactive mass medium program output apparatus having an input device to receive input from a subscriber];

[prompting said subscriber] <u>making an offer</u> during said [mass medium program] <u>first sequence of images</u> for input in respect of said information[, said interactive mass medium program output apparatus having an output device for outputting said information];

receiving [a reply] input from said subscriber at said input device in response to said [step of prompting said subscriber,] offer, said interactive [mass medium program] image output apparatus having a transmitter for communicating [information] data to a remote [station;] site;

communicating said [reply] data to [a] said remote site, said interactive mass medium output apparatus and said remote site comprising a network having a plurality of transmitter stations;

generating or assembling, in said network, one or more messages which [are effective] operate at said interactive [mass medium program] image output apparatus to generate a schedule and to output [mass medium program materials] a second sequence of images in accordance with said schedule, said interactive [mass medium program] image output apparatus having a receiver for receiving a signal from a remote station; and

delivering [specific combined medium programming] said information at said one or more output devices on the basis of said one or more messages.

Please add the following claims:

8. (New)   The method of claim 2, wherein said mass medium program material includes one of video and audio and said subscriber station further includes a switch operatively connected to said receiver, said method further comprising the steps of:

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receiving a signal from a remote station, said signal containing said one of video and audio; and

controlling said switch to communicate said signal to one of said memory and said processor.

9. (New)   The method of claim 2, wherein said instruct-to-generate signal contains one or more software and data modules, said method having one from the group consisting of:

detecting said instruct-to-generate signal in one of a television signal and a multichannel broadcast or cablecast information transmission;

reprogramming one of said memory and said processor based on information contained in said instruct-to-generate signal;

interconnecting a plurality of devices at said subscriber station to process and display information contained in or communicated with said mass medium program material based on said instruct-to-generate signal;

, controlling a decryptor in accordance with information contained in one of said instruct-to-generate signal and said mass medium program material;

generating one or more of a subscriber budget, financial analysis, recommended plan, and solution to a problem in accordance with said one or more software and data modules; and

using linear programming techniques, in accordance with said instruct-to-generate signal, to value information contained in said mass medium program material.

10. (New) The method of claim 2, further comprising the steps of:

analyzing said one or more subscriber data to value information contained in said mass medium program material;

selecting at least a portion of said mass medium program material based on said step of analyzing said one or more subscriber data; and

communicating said selected portion of said mass medium program material to said memory.

11. (New) The method of claim 2, wherein said instruct-to-generate signal designates a plurality of units of said mass medium program material or said memory includes a plurality of storage devices or a plurality of memory locations, said method further comprising the step of:

communicating selected portions of said mass medium program material to one or more specific memory locations.

12. (New) The method of claim 2, wherein said step of controlling said memory to communicate said mass medium program material is commenced in response to an output control signal, said method further comprising the step of:

detecting said output control signal in an information transmission communicated from a remote transmitter station.

13. (New) The method of claim 2, further comprising the steps of:

generating output information content by processing said one or more subscriber data in response to said instruct-to-generate signal; and

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outputting a combined or sequential presentation of said mass medium program material and said generated output information content.

14. (New)   The method of claim 2, further comprising the steps of:

storing a module at said subscriber station in response to said instruct-to-generate signal; and

inputting to a remote station one or more data of subscriber choice in accordance with said module, said one or more data of subscriber choice communicating a response by said subscriber to a combined medium presentation containing said communicated mass medium program material.

15. (New)   The method of claim 2, wherein said communicated mass medium program material present one or more of video, audio, and print and said output device outputs, simultaneously or sequentially with said mass medium program material, at least one cost/benefit datum, said one or more of video, audio, and print advertising a product or service and said least one cost/benefit datum presenting a value of said product or service, said method further comprising the step of inputting one of (1) said one or more subscriber data and (2) one or more processor instructions which operate to compute said value.

16. (New)   The method of claim 2, wherein said output device is capable of outputting television programming and said subscriber station presents at least some of said mass medium program material at said output device simultaneously or

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sequentially with said television programming, said method further comprising the steps of:

receiving from a remote broadcast or cablecast transmitter station an information transmission containing one or more channels of programming, said information transmission containing said television programming and said instruct-to-generate signal;

communicating said television programming from said receiver to said output device;

detecting a plurality of instruct signal types in a code portion of said information transmission, said instruct-to-generate signal being of a first instruct signal type;

communicating said instruct-to-generate signal to said processor; and

controlling said memory to store and output said mass medium program material based on one or more signals of a second instruct signal type.

17. (New)   The method of claim 2, wherein said subscriber station includes a detector operatively connected to said receiver and said instruct-to-generate signal is detected in a code portion of an information transmission communicated from a remote transmitter station, said information transmission containing one of (1) a television signal and (2) a multichannel signal, said method further comprising the step of controlling a portion receiver to receive and communicate an expanding and contracting code portion to said detector.

18. (New)   The method of claim 3, further comprising the steps of:

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storing a software module at said subscriber station;

executing said software module in response to said one or more instruct signals;

accessing said stored subscriber data under control of said software module; and

storing meter information or monitor information evidencing said step of executing said software module, said meter information or monitor information to be communicated to said one or more remote stations.

19. (New)   The method of claim 4, wherein said one or more instruct signals include higher language code to be assembled at one of said remote intermediate data transmitter station and said receiver station, said method further comprising the steps of:

communicating to said one or more origination transmitters a second control signal, said second control signal operative at said one of said remote intermediate data transmitter station and said receiver station to assemble said at least some of said one or more instruct signals.

20. (New)   The method of claim 4, wherein said mass medium program material is video, said specific time is a time to output said video according to said generated schedule, higher language code contained in said one or more instruct signals is assembled at one of said remote intermediate data transmitter station and said receiver station, and said one or more instruct signals are effective said receiver station to modify a sequence of images in said video based on said schedule, said method

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further comprising the step of transmitting at least one of said sequence of video images to said receiver station.

21. (New)   The method of claim 4, wherein said mass medium program material includes video and audio and said generated schedule operates to organize communication of said mass medium programming from two or more memory locations, said method further comprising the step of transmitting at least one of (1) said video and audio to said receiver station and (2) a second instruct signal which operates at said receiver station to identify said video and audio.

22. (New)   The method of claim 7, wherein said one or more messages are generated at said remote site and contain higher language code to be assembled at one of a remote computer and said interactive image output apparatus, said method further having one from the group consisting of:

transmitting from said interactive image output apparatus one or more subscriber data to serve as a basis for assembling said assembled code or generating said one or more messages, said network including a plurality of origination transmitter stations, said interactive image output apparatus being an origination transmitter station;

aggregating in said network subscriber data inputted in response to one of said first sequence of video images and said information, said aggregated subscriber data to serve as a basis for delivering said information;

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transmitting data and an intermediate generation set from one or more origination transmitter stations in said network, said data and said intermediate generation set operative at one of said remote site, said remote computer, and said interactive image output apparatus to perform one of (1) assembling said code and (2) generating said one or more messages; and

transmitting video and higher language code from said one or more origination transmitter stations, said video and higher language code operative in said network to deliver said information at said output device and output said information to said subscriber.

23. (New)   The method of claim 7, wherein said first sequence of images contains said at least one receiver specific datum, said method further further comprising the steps of:

receiving an instruct signal at said interactive image output apparatus; and

placing said at least one receiver specific datum at or clearing said at least one receiver specific datum from a memory in response to said instruct signal.

24. (New)   The method of claim 7, wherein said interactive image output apparatus includes a plurality of output devices and said first sequence of images explains said at least one receiver specific datum, said method further comprising the steps of:

receiving an instruct signal at said interactive image output apparatus; and

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